



PURCHASING SECTION
13450 – 104 Avenue, Surrey, BC V3T 1V8
Tel: 604-590-7274
E-mail: purchasing@surrey.ca

ADDENDUM No. 1

REQUEST FOR PROPOSAL No.: 1220-030-2018-013

TITLE: SOCIAL MEDIA AUDIT

ADDENDUM ISSUE DATE: March 5, 2018

CLOSING DATE AND TIME: ON OR BEFORE THE FOLLOWING DATE AND TIME (THE “CLOSING TIME”):

TIME: 3:00 P.M. (LOCAL TIME)

REVISED* DATE: March 9, 2017**

INFORMATION FOR PROPONENTS

Proponents are advised that Addendum No. 1 to RFP 1220-030-2018-013 is hereby issued by the City. This addendum shall form part of the Contract Documents and is to be read, interpreted and coordinated with all other parts. The following information is provided to answer questions raised by Proponents for the above named project, to the extent referenced and shall become a part thereof. No consideration will be allowed for extras due to the Proponent or any sub-proponent not being familiar with this addendum. This Addendum No. 1 contains two (2) pages in total.

1. REFER TO SECTION 2. INSTRUCTION TO PROPONENTS

DELETE in its entirety and REPLACE with the following:

2.1 CLOSING TIME AND ADDRESS FOR PROPOSAL DELIVERY

A Proposal should be labelled with the Proponent’s name, RFP title and number. A Proposal should be submitted in the form attached to this RFP as Schedule C – Form of Proposal.

The Proponent may submit a Proposal either by email or in a hard copy, as follows:

(a) Email

If the Proponent chooses to submit by email, the Proponent must submit the Proposal electronically in a single pdf file to the City by email at: purchasing@surrey.ca

on or before the following date and time

Time: 3:00 p.m., local time
Date: March 9, 2018

(the “Closing Time”).

2. QUESTIONS AND ANSWERS:

Q1. Refer to Scope of Services section 4.1, item (g) Review of all City's channels to determine a benchmark and of the existing status based on the following pillars: channel policy, advertising, engagement and impact.

Is this a review of the City's 5 official channels, OR, a review of the City's 5 official channels AND "at least" 25 subsidiary channels?

A1. This a review of the City of Surrey's five official channels (Facebook, Twitter, LinkedIn, Instagram and YouTube).

Q2. Refer to Scope of Service ssection 4.3, item (b) Development of audience groups and stakeholders, including analysis of what is important to stakeholder groups: residents, youth, parents, and businesses.

Does this refer to persona building? Or, assembling groups of stakeholders, meeting with them, interviewing them etc.?

A2. This references the later of the two. Building a group to interview or meet with. Persona building could potentially be a recommendation for future work.

- END OF ADDENDUM -

All Addenda will become part of the RFP Documents.
